

Claims:

1. A method for classifying a search by keyword comprising:
providing a web-accessible database containing content searchable by a networked user;
associating keywords sponsored by an advertiser with said content;
producing a set of hypertext documents responsive to a keyword search by the user; and
classifying a subset of said set of hypertext documents containing sponsored keywords into categories corresponding to said keyword used by said user.
2. The method of claim 1 wherein said subset of hypertext documents includes information corresponding to said sponsored keywords.
3. The method of claim 2, wherein said information further includes non-textual information associated with said sponsored keywords.
4. The method of claim 3, wherein said non-textual information includes graphics.
5. The method of claim 5 wherein said subset of hypertext documents includes categories associated to said second set of keywords.

6. The method of claim 6 wherein said subset of hypertext documents is further associated to an additional set of categories.

7. An apparatus for classifying a search by keyword comprising:
a networked computer hosting a web-accessible database containing content searchable by a networked user, said computer configured to:
associate keywords sponsored by an advertiser with said content;
produce a set of hypertext documents responsive to a keyword search by the user; and
classify a subset of said set of hypertext documents containing sponsored keywords into categories corresponding to said keyword used by said user.

8. The apparatus of claim 7 wherein said subset of hypertext documents includes information corresponding to said sponsored keywords.

9. The apparatus of claim 8, wherein said information further includes non-textual information associated with said sponsored keywords.

10. The apparatus of claim 9, wherein said non-textual information includes graphics.

11. The apparatus of claim 10 wherein said subset of hypertext documents includes categories associated to said second set of keywords.

12. The apparatus of claim 11 wherein said subset of hypertext documents is further associated to an additional set of categories.

13. An apparatus for classifying a search by keyword comprising:
means for providing a web-accessible database containing content searchable by a networked user;
means for associating keywords sponsored by an advertiser with said content;
means for producing a set of hypertext documents responsive to a keyword search by the user; and
means for classifying a subset of said set of hypertext documents containing sponsored keywords into categories corresponding to said keyword used by said user.

14. The apparatus of claim 13 wherein said subset of hypertext documents includes information corresponding to said sponsored keywords.

15. The apparatus of claim 14, wherein said information further includes non-textual information associated with said sponsored keywords.

16. The apparatus of claim 15, wherein said non-textual information includes graphics.

17. The method of claim 16 wherein said subset of hypertext documents includes categories associated to said second set of keywords.

18. The apparatus of claim 17 wherein said subset of hypertext documents is further associated to an additional set of categories.